

PRAXEOLOGIC METHOD IN MEDIALINGUISTICS

Lilia Rashidovna Duskaeva

St. Petersburg State University
1-st Line V. I, 26, Saint Petersburg, 199004 (RUSSIA)

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ABSTRACT

Linguo-praxeologic method is aimed at studying the specifics of the verbal systemacity of professional styles in the mass media reflecting the dynamics of deployment of efficient professional activity in different situations of the professional communication. The possibility of application of such method is based on the understanding of a language formulated in the modern linguistics as means of implementation of the speech activity. Application of the praxeologic method includes different vectors of analysis: 1) development of typologies used by design of media texts of linguistic methods and speech operations as well as typologies of journalists' texts with description of the algorithm of communicative acts in each of the text types, 2) establishing the criteria of efficiency of the verbal activity and attributes for detecting the communicative failures in professional communication. We propose the procedure of intentional-stylistic analysis of text types: a) reconstruction of the conceptual structure of a text type through identification of intentions implemented in it; b) identification in the text type of typical compositional units the sequence of which allows implementing the conceptual structure of the text type; c) critical analysis of the speech based on the communicative, ethic and aesthetical criteria.

Key words: linguo-praxeology, conceptual structure of the text, intention as a component of conceptual structure, communicative act

1. INTRODUCTION

Currently the active institutionalization of media linguistics as an independent scientific discipline born at the junction of linguistics and mediaology takes place. It is clear from its name already that the most essential feature of the discipline is attention to the language of mass media. Therefore, the discipline ranks among those linguistic disciplines that are distinguished by the subject of analysis: on the one hand, linguistic one – phonetics, lexis, morphology, word-formation, syntax, and on the other hand – the speech one – colloquial linguistics (the science of colloquial speech), document linguistics (science of text in the legal field), theolinguistics (science of religious speech), poetics (science of expressive resources of artistic speech).

One usually refers to the mass media language using different methods: discourse, cognitive [1] as well as linguo-pragmatic, socio-linguistic, psycholinguistic, etc. Most of these methods are used for analysis of speech in different communication situations when a researcher, as a rule, tends to extending his knowledge of the language capabilities but not to identification of the systematically arranged speech identity formed in the mass media.

Interest in the peculiarities of the use of the language in one or another area or situation of communication is typical for a number of stylistic disciplines formed in the Eastern-Slavic stylistics, - branches of the functional stylistics (communicative stylistics of a fiction text, cognitive stylistics, discourse stylistics, intentional stylistics) that are characterized by the focused attention to identification of the speech types and to the specifics of the use of language and linguistic means in the specified types. The peculiar feature of these disciplines consists also in being turned towards the determinacy of the language by extralinguistic factors peculiar to the fields within which the speech is investigated. The core concept of the functional stylistics is the functional style represented by different types of texts [2]. In general, the functional stylistics differs through attention to the specifics of the types of speech works and methods of implementation of the text activity determined by peculiar features of the kinds of social cultural activity that the text activity expresses' [3]. We called the functional stylistics turned towards the originality of compositional structure of media text types media stylistics [4].

I guess it's uncontroversial that media linguistics will gain institutional appearance given that its method will be completely developed.

We believe that one of the methods meeting the cognitive demands of media linguistics is the praxeologic one. Its investigatory tasks are analysis of the speech organization of professional communication of different kinds, thus, searching for different reproductive forms of the professional text activity as optimal samples of efficient speech interaction predetermined by consciousness and purposeful nature of the speech production process. In these patterns of the speech, its products – texts the meaning and the nature of the activity itself is reflected since the attributes of its uniqueness in each of the spheres considered and situations of the media communication are established.

2. PROCEDURE OF THE ANALYSIS

Praxeology as a theory of effective activity was developed in the works of the L. Bourdieu (1882), in the beginning of the 20th century – by A. Espinas and E. Slutsky [5]. However, the disciplines status was given to praxeology by the works of the Polish chronologist of philosophy and logic T. Kotarbinsky 'Principles of rational organization of activity' (1946); 'Praxeology' (1947) and 'A treatise on the good work' (1955) in which the term and the basic concepts of P. were ordered as a system of theoretical and applied researches' [5]. T. Kotarbinsky proposed the algorithm of analysis of the social activity including the development at the initial stage of the typology of actions and construction of the category system, then - typology of effective normative system of actions within a specific historical socio-cultural context, and in conclusion – the assessment of methods of the human activity development from the perspective of their benefits (Kotarbinsky). Thus, from

among the research tasks of praxeology the researcher distinguished analysis of techniques and analytical description of elements and forms of rational activity, creation of the 'activity grammar' for development of the most common standards of the maximum appropriateness of actions, in particular, in the form of a system of common technical recommendations and warnings concerning the professional individual and team [6].

Development of the activity approach in linguistics [7] predetermined the possibility of analysis of the speech behavior in it from the praxeologic perspective. The center of attention of media linguistics is the speech activity in the media environment [8]. By analysis of the media speech it seems appropriate to differentiate it on the basis of the intentionality differences in three professional styles: journalists', advertising and image-making one¹. Therefore, within the frameworks of media linguistics it make sense to distinguish praxeology of the professional journalist's, advertising and PR-activity.

The issue of analysis of the speech behavior in the professionally relevant communication environment has been already raised in linguistics with regard to the necessity of teaching professional communication in a foreign language. The following abbreviations entered the Russian publications from the English-speaking works: firstly, e ESP — English for Specific Purposes, then LSP — Language for Specific Purposes. However, speaking of ESP or LSP they most frequently mean the scientific and engineering, business and economic languages, each of which is then divided into sub-languages of professional occupation [9]. There are different approaches to determination of the communication spheres within which languages for specific purposes act: some researchers consider professional languages as belonging to academic ones; the others — not only within the frameworks of the academic but the business and legal discourses as well [10]. Besides, understanding of the term 'professional language' itself is different. Most researchers call a professional language only lexicon created for the purpose of such communication, i. e., professionalisms. We believe this statement to be restricted. We think that professional orientation by the use of the language in one or another professional sphere is reflected not in the lexicon only. The objectives and tasks of professional communication affect the selection and combination of means of all the language system levels and form the speech systemacity constituted for expression of the professionally relevant meanings. In other words, it seems appropriate to speak of analysis of the specific speech organization of texts subordinated to the purposes of professional communication. We'll try to outline such research approach.

1. The center of attention of linguo-praxeology is the specifics of the structure of speech and its tools in professional spheres: journalism, advertisement and PR and in various situations of the media communication, in other words, a language as means of performing effective professional speech activity of a subject. The central for linguo-praxeology are the extra linguistic factors of professional behavior which allows establishing rules of the effective use of a language in professional speech, explaining formation of some or other language occurrences.

2. *The specified studies are not possible without taking into account the dialogue nature of any speech activity. As was found before, the specifics of the effect on the mass audience consists in the facts that already at the stage of formation of intentionality a speaker by thinking of the subject matter of speech and working out an attitude to it takes into consideration not as much the adequate intention of the listener/reader but the opposite to those he intends to arouse. For example, if an author reports anything he takes into account the probability of lack of interest in the message in a listener/reader, if he evaluates anything he considers the possibility of another point of view in the audience, if he motivates to any action then he shall take into account the possible social passivity of the audience. As a result, in the speech structure of any utterance in the mass media the opportunities for prevention of the reader's 'resistance' to the cognitive and emotional-volitional effect on the part of the subject of speech are integrated — otherwise, effective action on the mass audience will be impossible. Such answerability (responsibility) demonstrates the dialoguiness of the media speech - its fundamental attribute which along with the address includes the answerability. A monologue text bearing in its speech structure the stamp of interaction of the conceptual positions of communicators appears as a reduced dialogue. All these aspects are reflected in the use of the methods and techniques by the subject of speech in the mass media.*

3. *Of course, the central category of linguo praxeology is the category of a media text that is considered as an act of professional communication of a journalist, advertising agent, public relations specialist since achievement of professional goals by them is possible with the use of texts only. It is important that in a media text as in any other one not only the result but also the process of the cognitive-affecting speech activity of a subject aimed at achieving the professional goals is represented. Such approach shows that in the sphere of concepts, composition and architectonics of media texts the mechanisms of the information influence are expressed and the specific speech activity is deployed within the speech units (actions, acts, sub-genres). In the media speech studies the formal part of a text is considered in the complex relationship with the inherent, content-related level. This is why with this series of works we started developing intentional-stylistic approach to analysis of a media text allowing to see the determinism of the linguistic organization of a media text by the dynamics of its content-semantic structure which is in its turn determined by the entire set of extralinguistic factors acting in one or another professionally-oriented communication situation. It is this approach that demonstrates the speech behavior in the various forms revealing not only the things that meet the rules of professional behavior but also those that do not meet them which promotes to establishment of the non-compliance criteria and practical guidelines as to removal thereof.*

4. *By a linguo-praxeologic approach a researcher deals either with linguistic methods or with the composite, actually, speech units — speech acts, communication units, etc. The latter are expressed in the target selection of the linguistic methods during the communication process. As a result, a complete text being a communication unit (!) appears as its components - communication steps, speech acts, speech genres, speech actions, communication- speech units changing of which represents the sequence, algorithms of the speech activity of a professional. At the same time it shall be emphasized: a linguist cannot ignore the fact that speech units are created under the influence of intentionality by means of the system interaction of the linguistic means.*

3. MATERIAL ANALYSIS

In order to demonstrate the use of the linguo-praxeological method let's consider the text types - speech genres (the text-related approach to speech genres is described in the studies [11], forming within various communication situations. Creation of the typology of speech genres within the framework of the professional journalist's style allowed developing the 'grammar of the professional speech behavior' of a journalist through identification of algorithms of the appropriate professional speech behavior in different communicative situations [12].

¹ Speaking of a PR-style we mean the part of the speech activity implemented in the media.

By the activity approach to understanding of the professional style the most common ground for distinguishing it among others is its ability to implement one of the kinds of professional activity. This is why more specific classification shall be made on the basis of the inherent differentiation of the professional activity kinds taking into account the set of communicative intentions of each kind. The professional activity and different kinds thereof represent the hierarchically-arranged systems of specific activities and the constituent typical communicative acts lying at the heart of discourses of the professional style, speech genre groups and specific genres.

The activity interpreting of the journalist's style allows considering it as speech implementation of the social orientation of the readers' audience performed in the three directions: informing, evaluative diagnosing and stimulation of the social activity. The system of genres objectifies the social orientation performed in the journalism. The texts featuring general intentionality (the set of communicative intentions) are categorized forming classes. Intentionality of each genre includes the mode and denotative aspects. With account for the first one the journalists' discourse is differentiated into informing, evaluative and motivating genres. With regard to the second one – denotative – an entire range of genres is distinguished within each of the groups. The system of the informative genres represents the first stage of social orientation and includes reporting of the events, situations and facts, acting characters. The evaluative genres are considered as a textual materialization of the stages of journalistic analysis of the reality in case if evaluation is the dominating intention of a publication. The system of motivating genres represents the process of making and approval of managerial decisions in the journalism.

In the first group of genres – informing ones – are subdivided on the basis of WHAT shall be reported. Due to the fundamentally dialogue nature of the journalistic work it is completely reasonable to represent the media messages as satisfaction of the information needs of the audience formulated in the form of news (1) about events and accidents; 2) about the established situations and observed phenomena; 3) about characters – their actions, characteristics and utterances. On the basis of the genre goal settings such genres are distinguished: 'Reporting a situation', 'Reporting someone's utterance', 'Informational portrait'. Fragmentation of the most important events, situations and characters allows making the audience acquainted with the main changes in the social reality.

The second group – of evaluative genres – is differentiated with account for on the basis of WHAT it is supposed to align the estimates with the addressee: 'Evaluation of an event', 'Evaluation of a situation', 'Evaluation of someone's utterances' 'Evaluation of persons'.

The third group of genres – motivating ones – is differentiated depending on the what nature of volition is expressed in a genre: if it is necessary to state a problem the 'Warning of the danger of inaction' is formulated, by conscious of the purpose of activity – a 'Call for an action', substantiation of the pattern of activity is performed through implementation of the genre model 'Offering methods of the issue solution', 'Guidelines concerning the selection of the algorithm of possible actions', in case of detection by a journalist of the risk of mistakes in the managerial activity 'Prevention of wrong actions', etc. All the genre names were assigned according to the prevailing communicative intention of the interaction between the author and the reader determining formation of a genre. Thus, differentiation of the newspaper speech genres is performed on the single ground – communicative goal setting in two directions: 'vertically' with account for the leading motives of performance of the journalist activity when genres are divided into informative, evaluative and motivating, and 'horizontally' with account for the subject matter of the goals set – when genres are divided within the established groups. During the study the typical genre intentions relevant to the journalism have been distinguished on the basis of which the newspaper speech genres have been named.

Then, because of the limited size of the paper let's consider the sustained composition-stylistic peculiarities in one of the speech genres – 'Guidelines concerning methods of the problem solving'. Let's analyze the speech representation of a genre in the sequence of communicative actions being the fragments of media texts or small texts aimed at implementing the entire professionally relevant communicative intention. A communicative action is an expression of a fragment (stage) of the professional speech activity of a journalist constituting a complete text or a relevant part of it. Further consistent combining of communicative actions into a speech genre is performed under the influence of the author's intent.

Intentionality of this genre represents the following set on the additional intentions: 1) warning the society of the issue – the danger of the trends progressing within a particular sphere; 2) the answer to the question what to do; 3) the answer to the question how to do it and substantiation of the proposal. Such intentions are the framework for formation of communication steps.

The first communicative action – warning of the issue – appears as expression of the journalist's concerns relating to the conflict between what he saw and how it should be in his opinion. The social problem is revealed by means of using the two groups of linguistic means: 1) describing the 'problem area' of the reality and 2) communicating the attitude to the things observed: a) by comparing with a more successful example, b) means of expressing a negative pragmatic and emotional (in particular, ironic) evaluation, c) general and specific negative structures, for example:

Today Russia is one of the most energy inefficient economies of the world – the energy resources consumption per a GDP unit exceeds the indicator of the US by 2, 1 times; that of the Western European countries – by 3,4times, of Japan – by more than 3,7 times. Russia consumes more of natural gas alone than Japan, Germany, Great Britain, France, India, Brazil, Canada and Netherlands all put together though the GDP of these countries exceeds that of Russia by more than 12 times. ('Open flame costs us a bundle'. Financial news. 14.07.2009).

As can be seen from the text, the 'problem area' is, in particular, denoted with the use of substantives – the proper nouns, terms, identifying names, numerals, verbal forms. The locative words denote the 'problem area' *Russia, economy, energy resources consumption per a GDP unit, natural gas, consumes, etc.* Numerals play important role in reproduction of the problem (by 2,1; 3,4; 12 times). Different methods of comparison, opposition demonstrate the gap in one or another sphere to the commonly accepted (world, European, international) standards. Different means help working out the attitude to the 'problem area', primarily, means of comparison and opposition: numerals (by 2,1 times), verbs of the corresponding semantics (exceeds, excels, dead lost), grammar forms of the degrees of comparison (higher, lower, more, more durable and cheaper), comparative structures (consumes more than...), etc. The lexicon containing the pragmatic negative evaluation (for example, in the first text: *obsolete technologies, energy inefficient, non-water-and-frost-resistant non-permanent materials*) points to the 'weak links' of the Russian reality. The interrogative structure prepares for introduction of the proposal (*How can this problem be solved?*)

The second communicative action of the genre – the answer to the question what to do, for example: *How to solve this problem? There are methods. For example, in Russia the method of flameless combustion has been already developed* ...

The fragment begins with a stimulating speech – the question the author asks himself as if on behalf of the audience. The questions cause reaction – response – further description of the method of an action recommended. Proposal of the method of action is expressed by the structures of being, presentation.

Finally, for substantiation of appropriateness of the recommendation proposed their benefits are demonstrated, for this purpose the comparison and opposition operations are used (what is - what will be - in case if the recommendation will be fulfilled) as well as demonstration of consequences arising from fulfillment of recommendations.

The matching operation is represented by the description of situation observed at the present time and characteristic of changes the fulfillment of recommendations will result in. For this purpose the names of the actions recommended, language units with the meaning of condition, time, and quantity are used, for example:

By replacement of the open-flame burners that are commonly used in the household and production through the new burner units with three-dimensional matrices... considerable saving of fuel is achieved as well as environmental performance is improved. ...Think, for instance, of the household use of gas burners... Today the population of Russia annually consumes 47 billion cubic meter of gas. The new technology will allow reducing this indicator by 15.5 billion cubic meters per year which will ensure saving of not less than 20 billion rubles. According to our estimates, by the large-scale production the cost ... will not exceed 300 rubles for a gas stove and 1000 rubles for a boiler or gas boiler. The pre-production and organization of the large-scale production will cost 300-400 million rubles. The scope of saving in case of application... it is even useless to describe...

The names of the recommended actions - verbal nouns used in combination with the complements - the names of the object of action: *replacement though burner units, large-scale production, preparation from the scratch and mastering the large-scale production, the use of volumetric burners*. The reservation marker – the preposition *by*: *by burner replacement, by the large-scale production*. The markers of time are used in opposition to what is observed at the current moment, to what is expected in the future: 1) markers of the present time (adverbs *usually, today* temporal verbal forms *consumes* (present time); 2) markers of the future time when there will be no previously recorded shortcomings and which the fulfillment of the recommended actions shall result (lexemes with the meaning of changing, quantity, result *new, reduce, saving is achieved, performance is improved*, temporal verbal forms of the future time – *will allow reducing, will not exceed, will ensure*; numerals combined with prepositions: *47 billion cubic meters of gas, the indicator by 15,5 billion cubic meter per a year, saving not less than 20 million rubles*).

Thus, the composition of the motivating genres includes setting of the goals and tasks and description of the method of performance of the recommended actions, finally, the substantiation of appropriateness of the proposed pattern of actions. The motivating modality in the journalism differs through its semantics: it acts as a proposal, instruction, warning, practical recommendation, correction of actions, prohibition and notice. Each semantic kind is materialized in the text through a specific set of the linguistic means and methods.

In point of fact, the paper demonstrated the scheme of the motivating-cognitive activity of the subject of speech. Consequently, a specific typical scheme of the cognitive-speech activity of the author lies at the heart of deployment of each speech genre. As algorithms of the cognitive-affecting activity of a journalist the compositional features of the text types in the journalist's professional discourse may be analyzed, for example, a TV- or radio one. We believe there can be a great number of typologies allocated on the basis of different grounds. In our research we proposed the intentional-stylistic one.

The analysis of the speech material includes also the second stage - the speech criticism. The fundamentals of the critical analysis of the journalist speech were laid in the works on the normative stylistics and culture of the speech - the discipline that is being actively developing in the Slavic linguistics [13]. Here the coordinating role belongs to the integrative concept of a style developed by the Polish scientist Stanislaw Gayda [14]. A special part is played by the studies of the ethical aspects of the speech behavior in the mass media. Today one may definitely speak of establishment of *linguo-ethics* [15]. With account for the necessity of solving the problem of diagnosing the deviant forms of speech behavior the question of giving definition to the lie, demagoguery, slander, insult and other forms of deviations from the professional communication rules arouses. Here an important role is played by the studies by M. A. Kormilitsyna and O. B. Sirotinina concerning the communication risks for successful professional activity of journalists [16]. It seems that it is the praxeological approach at the basis of which the principle of determinacy of the linguistic by extralinguistic factors lies that will facilitate the problem-solving

4. CONCLUSIONS

Thus, despite the seeming poly-vector nature of media linguistics, in terms of praxeology it appears as a consistent scientific discipline aimed at understanding of regularities of the effective use of a language in the professionally relevant spheres of communication, thus, featuring its own range of the research tasks: 1. For the purposes of 'working out the most common norms of the maximum appropriateness' to create the typologies of media speech with 'analytical description of elements that forms' (T. Kotarbinsky) of the speech activity which includes establishment of algorithms of the effective professional speech behavior in different communication situations. Here there are two ways: one of them is related to the study of the composition-speech forms of the media texts construction demonstrating the 'grammar' of the professional activity. The second one – the study of the effects of the linguistic methods (linguistic means of different levels) under specific conditions of the media communication. 2. To develop, on the one hand, the typologies of the efficient technologies and methods for one or another form of the media communication, on the other hand, typologies of the professional slips of the tongue, misconduct or crimes during the performance of activity, criteria for assessment of the results of activity. 3. Finally, to carry out active development of recommendations and warnings concerning organization of the efficient speech activity and design of models for particular areas of work with regard to the professional individual and team speech activity. For the purposes of fulfillment of the tasks specified in the present paper the intentional-stylistic method has been proposed.

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